

Dallas

Official Publication of the Dallas Chamber of Commerce



Annual Report

DECEMBER 1926

VOL. 5, NO. 12.

Two More of the Biggest Companies in Dallas Find There's No Truck Like the Autocar



4-cylinder Autocar owned by The Boedeker
Manufacturing Company, Dallas, Texas

Direct Factory
Branches or
Affiliated
Representatives
in 66 cities

*Albany
*Allentown
*Altoona
*Atlanta
*Atlantic City
*Baltimore
*Binghamton
*Boston
*Bronx
*Brooklyn
*Buffalo
*Camden
*Canton, Ohio
*Charlotte
*Chester
*Chicago
*Cleveland
*Columbus
*Cumberland
*Dallas
*Denver
*Detroit
*Erie
*Fall River
*Fresno
*Harrisburg
*Indianapolis
*Jersey City
*Lancaster
*Lawrence
*Los Angeles
*Memphis
*Miami
*Newark
*New Bedford
*New Haven
*New York
*Norfolk
*Oakland
*Paterson
*Philadelphia
*Pittsburgh
*Providence
*Reading
*Richmond
*Rochester
*Sacramento
*San Diego
*San Francisco
*San Jose
*Schenectady
*Scranton
*Shamokin
*Springfield
*St. Louis
*Stockton
*Tampa
*Utica
*Washington
*West Palm Beach
*Wheeling
*Wilkes-Barre
*Williamsport
*Wilmington
*Worcester
*York

*Indicates Direct Factory Branch

The Largest Ice Cream Company in Dallas

The Boedeker Manufacturing Company, with its production of a million gallons of ice cream in 1925, enjoys the distinction of being the largest ice cream manufacturer in the city of Dallas. They recently wrote to the Dallas Autocar Branch:

"A little over two years ago we purchased our first Autocar truck, which we pushed into real hard service. Since that time we have purchased our fourth.

"We find these trucks most economical in cost of operation, and our drivers soon found out the advantages of the short wheelbase in downtown driving.

"We are well satisfied with Autocar trucks and are pleased to recommend them to anyone in need of heavy duty trucking equipment."

4-cylinder Autocar owned by the Southern
Ice & Utilities Company, Dallas, Texas



The Largest Ice Company in the Entire Southwest

In the early spring of 1925 the Southern Ice & Utilities Company of Dallas bought their first Autocar, because of (1) its easy handling, (2) its sturdy construction, (3) its reputation for tire and gasoline economy. Now that this truck has been in service for over a year, Mr. L. W. Dawley, Manager of the Company, writes as follows about it:

"Fifteen months ago we purchased a Model H 4-cylinder Autocar. Upon looking over the records, we find that we have not spent a single cent for upkeep on this truck with the exception of oil and grease. This we consider a very remarkable record, and we are glad to state that we are purchasing another Model H for Ranger, Texas, on account of the excellent service we have received from our first Autocar."

Autocar Sales and Service Company of Texas

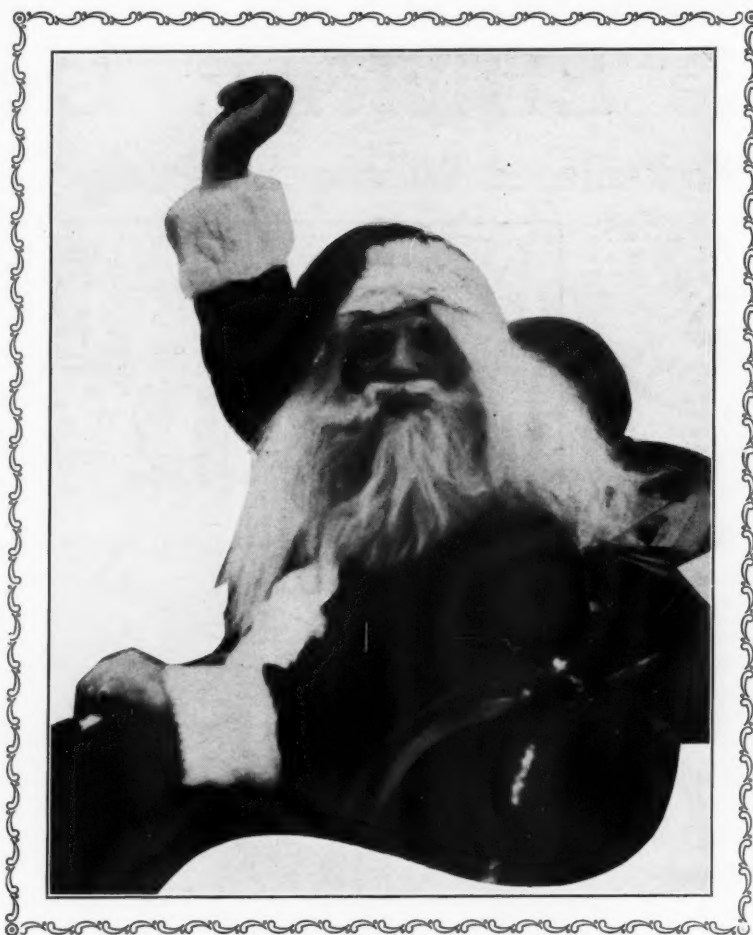
2701 Main Street, Dallas

Direct Factory Branch of The Autocar Company, Ardmore, Pa., Established 1897

Robert R. Harper, Manager

Telephone 7-1529

Autocar Trucks



Everybody's Christmas Newspaper

THE visit of Santa Claus to Dallas is essentially a *news* feature for The Dallas News. As such it multiplies the Yuletide pleasure afforded by this newspaper to its readers, adds immeasurably to its interest value and gives it an advertising influence beyond all reckoning. ¶ In *volume* of circulation The News is supreme. In *advertising resultfulness* it is far more so.

The Dallas Morning News

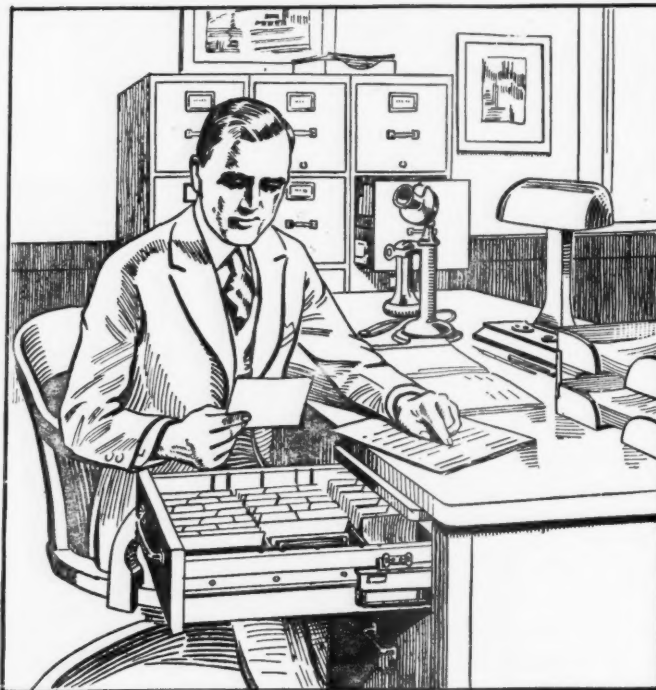
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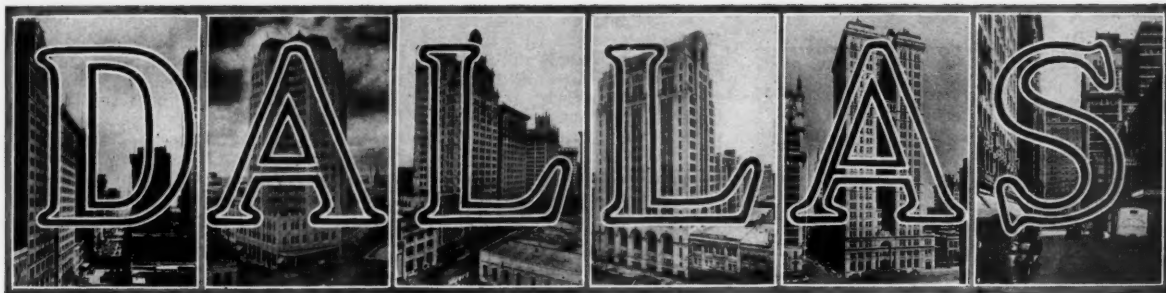
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1810 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 5

December, 1926

No. 12

The Annual Report of the Dallas Chamber of Commerce

President E. R. Brown Briefly Reviews the Outstanding Accomplishments of the Organization During 1926

THE stockholders of a great corporation meet. The president rises to read his annual report. Does he stress the fact that the existence of the business gives employment to labor; tonnage to the railroads; a market for raw material? No. He stresses profits—dividends for his hearers.

The American demands the concrete in business. If he invests \$100 he wants it to be worth \$107 in 365 days. He will admit the fundamental importance of the theoretical considerations, but his judgment, in the last analysis, is based on one factor: Does it pay?

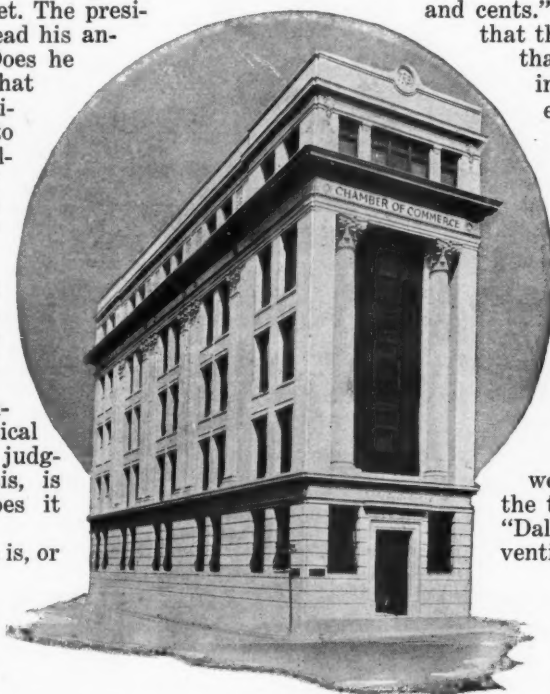
A Chamber of Commerce is, or should be, a business institution. As such it should be judged, from the community standpoint, by the same standards as a private enterprise. With the added handicap that its profit and loss statement cannot be measured in terms of dollars and cents, as no device has been perfected whereby an accurate monetary valuation may be placed on service. A Chamber of Commerce, basically, is a service.

It therefore gives me pleasure to be able to come before you, the stockholders in the great business organization known as the Dallas Chamber of Commerce, and say: "The \$125,000 you have invested represents less than 2% of the work of the insti-

tution that can be measured in dollars and cents." It is known, for instance, that the 90,500 convention visitors that were brought to Dallas in 1926, largely through the efforts of your Chamber of Commerce, spent \$3,054,375 during their stay. Of the 484 new concerns opening here in 1926, 79 were secured through the Industrial Department. These firms added \$1,042,800 to the city's payroll. Known savings to individual Dallas shippers through informal and formal rate adjustments were in excess of \$150,000. Local firms have sold \$7,251 worth of merchandise through the trade opportunity section of "Dallas Weekly." The Fire Prevention Committee was not only successful in reducing a rate increase from 15 to 6 per cent, saving Dallas \$270,000, but through its activities is largely credited with this year's reduced fire losses—\$643,-

126 for the first ten months of 1926. These are the tangibles—the accomplishments that can be weighed, inspected and passed upon. They are your cash dividends.

Yet, as I look over the reports of the eleven departments that make up the organization, I am not satisfied with giving these first place. It is not that which is seen that is always of greatest value. Let us examine some of the broader, more fundamental activities of the organization.



"Power House of the Famous Dallas Spirit"



Left: Gus W. Thomasson, President, Wholesale Merchants' Association. Right: B. A. Evans, President, Manufacturers' Association.

I cannot choose a better illustration for my purpose than transportation. Transportation is essential, vital to the growth and prosperity of Dallas. The work carried out in this single year is more than worth the cost of your Chamber of Commerce since its beginning. Dallas has as efficient a package car service, as well-rounded facilities for delivering Dallas merchandise to Southwestern merchants, as any city in the country has in relation to its own trade territory. Your Chamber may justly take credit for this. The Consolidated Rate Case, started in 1922, will be brought to a successful close, we have reason to believe, before New Year's Day. A favorable decision will enhance the advantages of Dallas both from a distributing and manufacturing standpoint and will remove from the shoulders of Dallas business an unequitable burden that retards progress and taxes enterprise. The interests of the interior cotton centers were defended by your Chamber of Commerce in the Cotton Rate Case, a case that strikes at the very heart of the prosperity of Dallas and the communities of Northern Texas.

Another phase of transportation that has been given a great deal of attention during the year is the matter of highways. Dallas County has splendid roads, but breaks in these arteries of communication after passing the borders of our county were forcing thousands of motorists, many of them buyers, to visit other market centers or reach Dallas over a circuitous route. Several of these business obstacles have already been eliminated and new and more direct highways into Dallas authorized.

So much for transportation.

Money can buy machinery; build plants; develop distributing agencies, but it cannot buy good will. Good will is the offspring of Service and Fair Dealing. In building this invaluable asset the individual Dallas merchant does so primarily for his own interest, but the city benefits. The Chamber of Commerce builds good will for Dallas and the merchant profits. The Southwestern Development Service is a symbol of selfish altruism. It has for its purpose the aim to help Southwestern communities to help themselves; to increase their prosperity; to broaden their environment. Their success is our success; their good will our profit. Nor does our service to

the Southwest end with the work of this department. The Dallas Chamber of Commerce recognizes that this city is not an isolated, self-contained unit. The efforts put forth by this institution react, not alone to the benefit of Dallas, but to the entire Southwest, the Southwest that furnishes the lifeblood of our city.

Wings for Tomorrow

Great air liners; speedy express planes; plodding freight carriers of the upper air. A vision today—a necessity tomorrow. This year the seed has been planted that in the coming years will ripen into a tangible benefit, a valuable asset to the commercial needs of that Greater Dallas. Already the Government has established a meteorological and radio station to guide the riders of the Texas skies; the air mail has come to Dallas and Dallas is learning to use the wings of wind to speed its business.

This work of your Chamber of Commerce cannot be measured by saying that it is worth one million dollars or ten million dollars to the city. Fundamentals cannot be valued.



E. R. BROWN

President, Dallas Chamber of Commerce

Neither can we say that the industrial research work of the Chamber of Commerce brought every new concern that came to Dallas in 1926; that the increase of 14,100 in population was due to the publicity work of the organization; that the increase in crop values in Dallas County through diversification was made possible through the educational work of the Agricultural Department. Likewise we can not claim a certain set percentage of the wholesale and retail business because of the 265,000 pieces of direct-by-mail sent to the merchants of this territory, the 257 advertisements carried in the leading dailies of the Southwest, the steady, day by day, routine work of the departments entrusted with the furthering of the interests of the wholesale and retail markets.

We can, with justice, say that none of these things would not have been carried to completion so successfully but for the work of the Chamber of Commerce.

In the final analysis it is not so much what your Chamber of Commerce has done during the

past year as what it has caused to be done that justifies your past and future investment in its work. A general, standing on a hillside, throws his troops against the enemy. First he hurls his infantry on the center; then he orders his cavalry to charge the flanks. He plans, supervises and co-ordinates all the various elements at his command. The same army, under one general, will succeed where the same army, under identical conditions but with another leader, will fail.

Your Chamber of Commerce is the general leading Dallas onward to victory. It co-operates, co-ordinates, even at times commands. Through its actions it has merited the powerful support of the press; the moral and active support of the many civic organizations of the city; the help and guidance of its committees. All made possible by the fighting infantry—the membership.

In conclusion, let me quote you the words of Alfred Pearce Dennis: "The things that are seen are temporal. These seem so real, so obvious. Yet the human mind, capable of spinning the gossamers no less than forging the anchors of thought, creates out of stuff as unreal as the troubled dreams of a sleeper that which will outlive the cloud-capped towers, the gorgeous palaces."

There you have the key to the greatest accomplishment of the Dallas Chamber of Commerce in 1926, in the years gone by and, we hope, the years to come. The human mind of the people of Dallas, expressed through their Chamber of Commerce, creating out of their dream of a greater, a more successful Dallas, that which will outlive them.

The Cover This Month

THE photograph shown on the cover of this issue of "Dallas" was made by Chas. C. McAnally. It was taken from the west end of the viaduct and shows the extent to which the skyline of Dallas, already famous throughout the United States, has grown during the last two years. At the left of the picture the new Dallas Cotton Exchange can be seen. The skyline now stretches, unbroken, for almost two miles.



Left: Ray Shelton, President, Retail Merchants' Association. Right: Roy Autry, President, Dallas Junior Chamber of Commerce.

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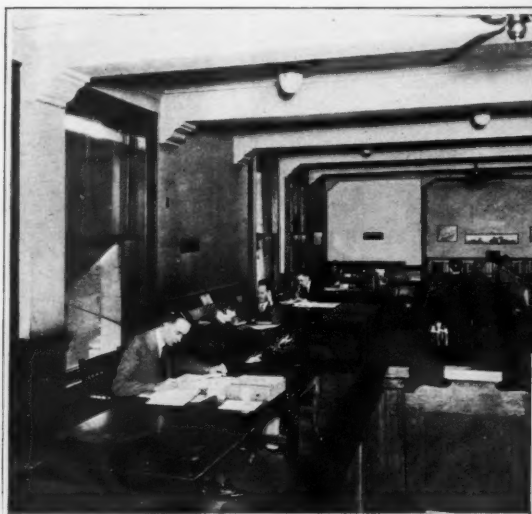
RAY SHELTON
Vice President, Shelton
Chevrolet Co.

Working For a Greater Dallas



Right: Front half of the second floor. Departments shown in this view are: Accounting, Purchasing, Office, Membership-Service and Junior Chamber.

Lower: Back section of the second floor. In the foreground are the offices of the Sheldon Forum of Fundamentals. In the background: Publicity, Foreign Trade and Magazine "Dallas" Departments. The County Home Demonstration Agent's office and the Library are also on this floor.

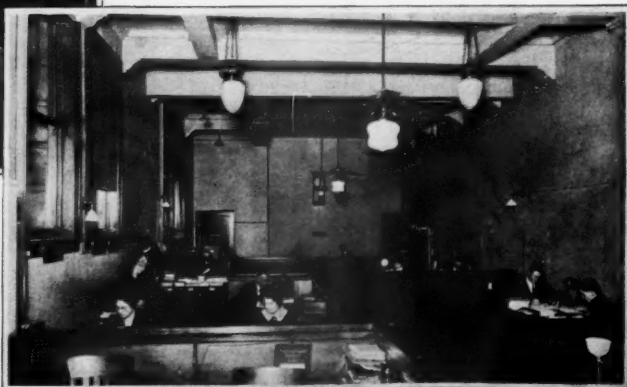


Upper view: The Transportation Department. This Department occupies one-half of the fifth floor. The Board Room occupies the other half.

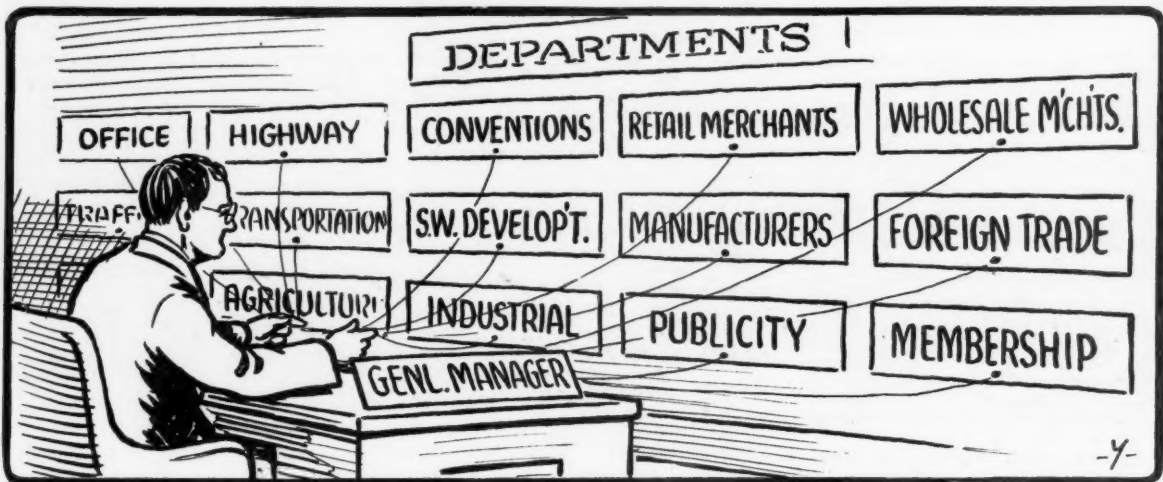
Right: Front section of the first floor. In the foreground: Office of the General Manager and the Manufacturers' Department. In the background the Wholesale Merchants' Department, the Southwestern Development Service and the Highway Department.



Lower right: A rear view of the first floor. Left foreground: Dallas Hotel Men's Association, Conventions and Retail Merchants' Department, Office of the Assistant General Manager, Dallas Automotive Trades Association. Left: The Industrial Department, National Air Transport, Inc., Agricultural Department.



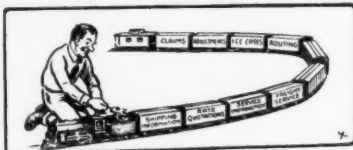
The pictures on this page show three of the five floors of the Chamber of Commerce Building. On the third floor is the office of the South Central Division of the United States Chamber of Commerce, meeting rooms and multigraph department. The Dallas Open Shop Association, Merchants' Protective Association, Dallas Real Estate Board and the Kessler Plan Association occupy the fourth floor.



Transportation

THE Transportation Committee up to and including November 24th, held twenty-one meetings. In addition, a number of meetings of subcommittees of the general committee were held during the year. At these meetings a number of visitors were entertained and participated in the consideration of many matters relating to the transportation welfare of Dallas.

DURING the year the Transportation Department participated in a number of formal cases before the Interstate Commerce Commission, involving rates or service of general interest to Dallas and its shippers. There follows a brief outline of the more important cases in which the department participated:



Interstate Commerce Commission Cases

(a) **Consolidated Southwestern Cases**, involving rates on classes and commodities, within and to and from the entire Southwestern territory. One of the principal cases consolidated is complaint filed by the Dallas and Fort Worth Chambers of Commerce, et al, seeking a more equitable adjustment of class and commodity rates to Dallas, Fort Worth, and other Northwestern Texas cities. Recently the defendants in those proceedings filed a petition with the Commission seeking a reopening of a number of individual cases which petition, if granted, would, we feel, affect the decision of the Commission in the Consolidated Southwestern Cases. We prepared and filed with the Commission an extensive reply in opposition to the granting of the petition. It is anticipated that a decision will be reached in the Consolidated

Southwestern Cases about the first of the coming year, and we are confident that decision will be most favorable to the interests of Dallas.

(b) **Five per cent increased rate proposal defeated.** This proceeding is known as Ex parte 87, in which the Western Carriers sought a flat increase of five per cent in all rates in the Western Territory regardless of the existing level in any particular territory. Feeling that rates in Southwestern Territory were already sufficiently high, and being certain that the rates to and from Dallas were higher than the general level of rates in the Southwest or in other parts of the Western District, the Transportation Department assumed the leadership in defeating the proposed increase insofar as it would apply in Southwestern Territory. Several hearings were attended; many elaborate exhibits were prepared; extensive briefs were filed, and the case was orally argued before the entire Commission by the Manager of the Transportation Department. The Department, in opposing the proposed increase, did not assume the position that the Southwestern Carriers were not entitled to a reasonable return upon a reasonable value of their property devoted to the public service, but rather took the position that they were now earning such a reasonable return, and that before any increase in rates should be made in this territory, a leveling process should be effected, thus placing Dallas in a more equitable position as to transportation rates, and that the proposed increase, or the burden thereof, would fall more heavily upon those cities in the Northeast Texas group by reason of the higher level or rates now applicable thereto. We are gratified to report at this time that the Commission sustained our position; denied the increase sought, and in its report practically sustained our position that the carriers in the Southwestern group were earning the rate of return to which they are entitled under the Transportation Act of 1920.

It would be difficult to estimate

(Continued on page 23)

Wholesale Merchants

THE Dallas Wholesale Merchants' Association, under the presidency of Gus. W. Thomasson, has experienced a successful year during 1926. While it is true the "carry-over" of purchasing power was impaired during the first six months of the current year because of crop failure in South Central Texas, yet, a gain in volume of sales was registered during that period. The totals for the last six months are not available, but more merchants visited the Dallas market during the fall season than during any previous buying period, and a larger number of refund checks have been sent merchants than during any past season.



During the year 1926 an extensive advertising campaign has been used to keep Southwestern retailers acquainted with this market. It may be interesting to note that 260,000 pieces of direct-by-mail advertising were distributed to our mailing list of more than 29,000 merchants, and advertisements were carried in 257 newspapers, reaching every section of Texas, Southern Oklahoma, Southwestern Arkansas, Northern and Central Louisiana, and New Mexico. In addition, seven style shows were held with a total attendance of more than 25,000 people.

The Wholesale Luncheon Club has held regular meetings and has provided interesting programs. Under the competent direction of M. I. Freedman, who served the major part of the past year as president, and

(Continued on page 30)

Conventions

BY the end of 1926 Dallas will have entertained a larger number of conventions than any previous year in the city's history. As this report goes to press, a total of 302 conventions or similar events bringing visitors to Dallas will have been held during the year, or are scheduled during the remainder of December. At-



tendance at these conventions totals 90,500, according to records compiled as carefully as possible. The State Fair, with its attendance of more than a half million, is not included in the list, and neither is any convention bringing fewer than 25 out-of-town people.

The number of conventions easily exceeds any previous year, shown as follows:

1922	115
1923	180
1924	145
1925	244
1926	302

Visitors Spend \$3,054,375

The generally adopted estimate of expenditures by convention visitors in a city is \$11.25 a day. Since the stay of the average convention visitor is three days—some conventions lasting only one day, others extending over a week—this would mean \$33.75 per delegate for the 90,500 visitors here the past year, or a total of \$3,054,375 in new money placed in Dallas' trade channels. This would average considerably above \$8,000 a day. Perhaps greater than the financial returns is the fact that convention visitors cannot fail to be impressed by Dallas and will give the city valuable publicity among their friends. As a result of conventions, moreover, Dallas has secured many thousands of lines of publicity the past year in newspapers, trade publications and class magazines that will react favorably for the city, as well as for all of Texas and the Southwest. Conventions here are valuable in that they enable local people to benefit from the dissemination of new ideas and receive stimulus from direct contact with national leaders.

Activities of Convention Department

ON file in the Convention Department are kept the names of every organization in the Nation that holds conventions. Some 500 of these were given attention this year, no one being invited, of course, save where the local interested group was favorable. Getting consent of local groups to go after their conventions takes perhaps more of the time of the Department than any other task. The Manager of the Department attended the convention of the International Association of Convention Bureau

Managers at Buffalo, and he and other representatives of the Chamber made trips during the year to Washington, New York and various other points to aid in securing conventions. Assistance has been given in securing publicity for conventions, in handling hotel reservations, arrangements for auditoriums, making applications for special railroad rates, sending letters and special printed matter to all members to increase attendance at specific conventions, arranging automobile trips and other entertainment and in handling a thousand and one other details that make for securing and pleasing conventions and their visitors.

AMONG important national gatherings entertained the past year were the American Medical Association, American Institute of Banking, American Association of Petroleum Geologists, National Pan-Hellenic Congress, American Radium Society, Medical Woman's National Association, Associated Traffic Clubs of America, National Association of Apela Clubs, American Railway Association, Medical and Surgical Section, Certified Milk Producers Association of America, Jewish Consumptives' Relief Society, American Society of Clinical Pathology, American Plan Open Shop Conference.

Record Broken on National Gatherings

THE outlook for 1927 as a convention year is exceedingly bright. More national conventions than ever before have been secured, among them being: Department of Superin-

(Continued on page 29)

Retailers



UNDER the leadership of Ray Shelton as president, with Herman Philipson as vice president, the Dallas Retail Merchants' Association has carried out, the past year, several activities of chief interest to the retail market and has fitted in as an important cog in various general movements of the Chamber of Commerce or other organizations.

Two of the most successful one-day good will trips in the history of the city were handled under the auspices of the Courtesy Caravan Committee, with Otto Lang as chairman. These trips, which included in the personnel business men and citizens from every walk of life, were sent to Terrell and Kaufman and to Sherman and Denison, with stops also at intervening towns. In addition to building good will for our city, these trips enable Dallas people to keep in touch with the substantial development of the splendid cities and towns surrounding Dallas.

(Continued on page 28)

Manufacturers

IN the spring of 1926 the Manufacturers' Department under the presidency of B. A. Evans, was requested by the Department of Commerce to co-operate in taking the biennial census of the manufacturers. In itself, merely a routine matter, its result was by far the most outstanding event of the last twelve months. Dallas-made products



had increased more than 30% in value between 1923 and 1925!

Partly as a result of this, the department determined to conduct a constructive educational campaign designed to call attention to opportunities for profitable manufacturing investments and to prove, beyond any reasonable doubt, that Dallas had arrived as an industrial center.

As a preliminary it was necessary to straighten and strengthen the channels of the community's industrial thought. For several years there had been a growing tendency to think of the "industrial era" as a goal to be attained some time in a not very definite future. The Manufacturers' Department knew that this was due, in a measure, to the efforts it had made to arouse the people of Dallas to a realization of the necessity for making the factories of the city full partners in its commercial life, along with the already highly developed wholesale and retail trades. It was also determined to forego the abstract for the concrete, the general topic of manufacturing for the specific story of the individual factory.

In order to do this it was necessary to visit the factories, talk with the managers and learn from them the causes of their success. The results were quite as surprising, in many instances, to the department as they were to the general public. It was already known that Dallas cotton machinery was well established in all of the cotton-growing regions of the earth; that Dallas saddles graced the backs of thoroughbreds in a dozen countries. But it was interesting to find that Dallas food products were on the shelves of grocers in every section of the United States; that almost every drug store from coast to coast was supplied with curb service trays from this city; that practically every oil field used Dallas-made supplies; that hardly a factory visited regarded the limits of the Southwest as the boundaries of its territory. Automobile bodies made in Dallas are displayed in Chicago, San Francisco and New York. The most exclusive men's shops stock Dallas-made hats, ties and shirts.

With these facts as a base, the

(Continued on page 35)

Southwestern Development

IF good will and association have cash value, a million dollar dividend might be paid to Dallas through the Southwest Development Service Department of the Chamber of Commerce. Continuing the activity of this Department, established in the spring of 1925, an intensive year's work has been devoted to serving the communities of the great Southwest and bringing them into closer relation with Dallas.

When 1925 closed, this Department had established definite contacts with 407 communities in Texas and adjoining States. In 1926 it has increased this number to 1,168. In each of these 1,168 towns there are one or more individuals who have received communications from the Southwest Development Service or have been visited by its representatives. They have been made to feel that Dallas welcomes every opportunity to co-operate with them in building a greater and more prosperous Southwest.

In 422 of these communities, some form of actual service has been rendered. Possibly assistance has been given in the organization of a Chamber of Commerce—this has been done in fifty-two instances. Or, co-operation and information have been given in fostering some community development plan. In numerous cases, much research has been done to help a community solve a development problem and increase its own prosperity.

Two hundred and seventy personal



visits by the manager of the Department have been made to 182 different towns in Texas, Oklahoma, and Arkansas. Practically all of these visits were made in response to invitations from local organizations wishing to take advantage of any service Dallas might have to offer them. In each such community, meetings were held with the local Chamber of Commerce and other groups of citizens, including farm organizations. In most instances, visits were made to individual business men in the town, where personal views of community problems and plans were obtained. In turn, when these business men visited Dallas, they were recognized and welcomed.

Other representatives of the Department, including volunteer speakers and specialists, visited 40 communities. These were Dallas citizens whose help was secured for other towns through the Development Service. The ready response of Dallas people when invited to donate

their services to outside sections proved a most pleasing feature of the year's work.

Looking Towards Dallas

AS a result of the contacts, services and visits, the Southwest Development Service is now receiving a constant stream of visitors and communications from all parts of the Southwest, most of them having to do with community problems. More than 200 Chamber of Commerce secretaries have visited the Department's offices in 1926. This is more than

(Continued on page 34)



Publicity and Foreign Trade

POSSIBLY the outstanding contribution of the Publicity Department to the general work of the organization was the establishment, in February of this year, of the trade opportunity service. Since its organization, 264 trade opportunities have been run. An analysis of the results is interesting. In fifty-four instances merchants have definitely advised that their requirements were filled in Dallas; thirty-five firms were in contact with Dallas merchants but had not ordered at the time of their reply; fourteen could not find what they wanted in this city and nine had purchased in other market centers. Results from the other trade opportunities, 152 in number, have not been determined at this time.

The importance of this work lies in its possibilities rather than in the results shown to date. The average known ratio of purchases to inquiries is 1 to 5 and this ratio will be materially raised when replies are received from the outstanding inquiries. If the number of trade opportunities can be increased, and the quality maintained, this service can be of definite, concrete value to the merchants of the city. The first steps leading towards this end have already been taken and advertisements are now appearing in mediums reaching 12,700 Southwestern buyers.

The Home of Diversification

THE duties of this department are so diversified that to attempt to report its activities without the aid of statistics is difficult, so difficult that it borders on the impossible.

For example, 175,000 pieces of literature describing the many and varied aspects of the commercial life of the city were distributed this year and 10,951 letters requesting information about Dallas were answered during the same period, besides 5,475 telephone requests for similar data; 572 pictures and 184

(Continued on page 31)

Industrial Department

RECORDS of the Industrial Department show that for the first ten months of 1926 (to November 1) 484 new businesses were established in Dallas. Of this number, 112 were branches of foreign corporations and 372 were local concerns. Of the foreign concerns, 32 were factory branches, established in Dallas to serve the Southwest, 14 were branch manufacturing plants, 37 were district offices, 11 were retail chain stores, and 18 were listed as miscellaneous. Of the local concerns, 47 were manufacturing plants, 29 were sales offices, 136 were retail establishments, 32 were wholesalers or jobbers and 128 were miscellaneous. Under miscellaneous were listed accountants, attorneys, real estate, insurance, contractors, investment offices, and similar businesses.

Thus during the first ten months of 1926 a total of 61 new manufacturing plants were established in Dallas, 64 wholesale and jobbing concerns, 66 sales or district offices, 157 retail establishments, and 146 miscellaneous concerns.

During the period covered by this report, the Industrial Department established contact with more than 2,000 concerns throughout the country that are interested in establishing manufacturing plants, factory branches or sales offices in the Southwest. Information concerning Dallas and the Southwest was furnished these concerns, and in about 300 instances detailed reports were prepared, giving a thorough analysis of the trade territory and of local con-



ditions to the interested concern, such analysis being made from each interested concern's point of view and embodying the information specifically required by that concern in determining the possibilities of the Southwest in the particular line of business in question.

The Industrial Department is at work on a program that will ultimately bring to the attention of every manufacturer of national prominence the importance of the Southwest and the facilities available at Dallas for serving Texas and adjoining States, through manufacturing plants, distributing branches and sales offices located at Dallas.

Getting the Facts

THE Department is making a thorough analysis of the trade territory, from the viewpoint of every major line of business, developing and reducing to maps and charts basic information concerning the

(Continued on page 30)



Highways

IN January of this year the Dallas Chamber of Commerce, realizing the importance of stimulating tourist travel and providing reliable road information, established the Highway Department. This was made possible through the co-operation of the Automotive Trades' and the Wholesale Merchants' Associations.

During the last six months, 7,761 inquiries for road information have been handled, giving an index not alone of the need for this service, but also of the use that has been made of it.

Last summer many of the members of the organization had this Department plan tours for them, and this phase of the work appears to be highly appreciated. A complete library is maintained and resort literature, maps and city booklets allow information to be given on almost any motoring question.

Data on road conditions is received by wire, telephone and letter and the accurate and reliable service that this Department has rendered is radically increasing the number of people depending on it for their information.

Fire Prevention

IN January of this year the Dallas Chamber of Commerce appointed a committee composed of A. L. Ruebel, chairman; Paul Dana, Wm. Howard Beasley, H. R. Fardwell, A. R. Andrews, S. W. English and J. W. Thompson, to investigate the mounting fire losses in this city and to suggest a plan for curbing and reducing them. Beginning on February 4th, this committee held frequent meetings and, having compiled the losses over a period of seven years and

charted them, it undertook to ascertain the principal contributory causes to the enormous losses and arrive at a program consisting of specific objectives that would likely tend to reduce them.

With all the pertinent facts in mind the committee outlined a tentative program consisting of three major activities and recommended this as a starting point for the undertaking.

In the program they considered as deciding factors: 1—The necessity of a campaign over a period of years, rather than a sporadic effort of weeks or months; 2—The necessity of securing the active support of the civil government and the moral support of all civic organizations.

Consequently, when this program

(Continued on page 26)

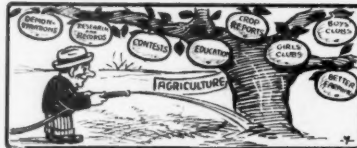


Membership

THE Chamber of Commerce is frequently referred to as the "Power House of the Famous Dallas Spirit." But a power house without fuel to fire its boilers is akin to Webster's comments on "useless"—"answering no valuable purpose; not advancing the end proposed."

Your Chamber believes that this issue of "Dallas" carries sufficient testimony to satisfy almost any group of "twelve good men and true" that it does answer a valuable purpose and that it does advance the end proposed—the progress of Dallas. Consequently this particular power house must have fuel. Its fuel is supplied by its membership and the size of its membership determines the number of revolutions the genera-

(Continued on page 34)



Agriculture

THE results obtained by the County Agricultural Office are indicative of a closer and more sympathetic understanding of farm conditions on the part of the farmers, the co-operating agencies and this office. This congenial situation is the result of the confidence that has been in the building during the last ten years. The Agricultural Department of the Chamber assumes the position that the permanent solution of the farmers' problems is fundamentally a matter that the farmer must work out for himself and not through dependence on outside agencies.

Agricultural Extension work in Dallas County is conducted through twenty of the larger communities of the county, each one of which has its own committees and leaders. The outlying farmers are reached through these groups.

The Agricultural Program is endorsed by the Dallas County Agricultural Advisory Board before it is ever taken to the communities for execution. The office is thus enabled, working through community machinery, to reach the remotest part of the county and come in contact with all interests.

Soil Conservation

OF outstanding importance during the past year was the soil conservation program. Over 250 farms were terraced and drained, half of them being improved by men trained through this office. It has been conservatively estimated by farmers and soil men that this work, done during the past year, has saved at least \$75,000 worth of plant food.

Sixty poultry flocks were culled,

(Continued on page 36)





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"Powerhouse of the Famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

M. L. BOHAN, EDITOR
EARL Y. BATEMAN, ADV. MGR.

Vol. 5 December, 1926 No. 12

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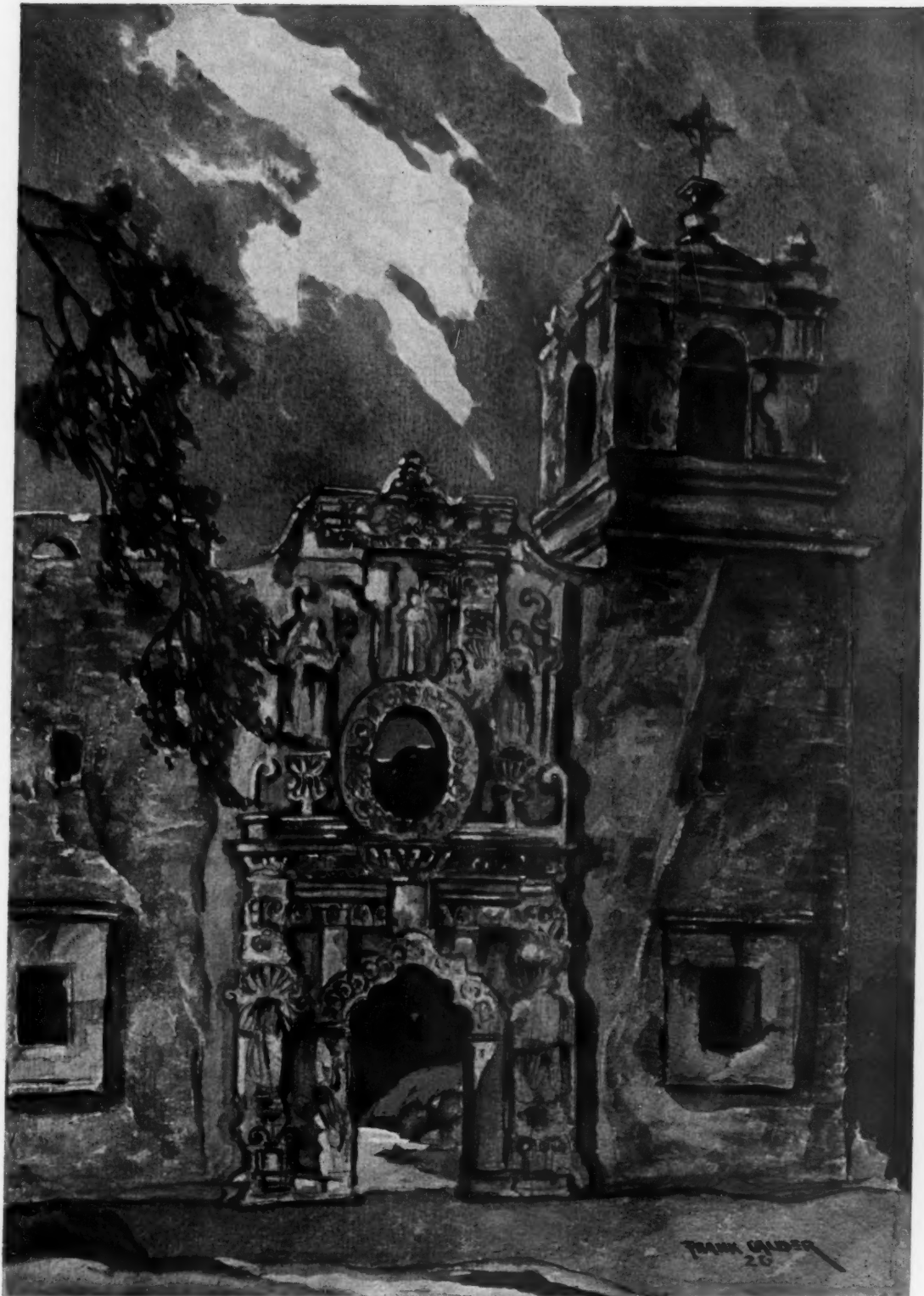
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DALLAS CHAMBER OF COMMERCE PRELIMINARY OPERATING STATEMENT FOR 1926 (December Estimated)

Receipts		
Membership Dues and Budget Subscriptions.....	\$124,800.00	
Magazine "Dallas"	12,369.24	
Miscellaneous	2,999.37	
Total Receipts		\$140,168.61
Expenses		
Administrative	\$ 12,748.76	
General	13,372.45	
Wholesalers and Southwest Development Service.....	11,405.02	
Retailers and Conventions	10,069.51	
Manufacturers and Industrial	11,642.90	
Transportation	14,193.30	
Service—Membership	11,773.93	
Publicity	7,372.88	
Highway	1,954.42	
Agriculture (Dallas County)	2,757.07	
Building Maintenance	7,809.16	
Interest on Deferred Building Payments.....	4,185.00	
Payments on Building Account Principal.....	10,815.00	
Building Improvements	791.76	
Additions to Furniture and Equipment.....	2,728.92	
Magazine "Dallas"	12,605.97	
Committee and Special Expenses.....	3,942.56	
Total Expenses		\$140,168.61

NOTE: Statement does not include special funds for advertising, trade trips, etc., which are financed by those who participated. A complete audit of the books was made on June 30, 1926, and will be repeated December 31, 1926.



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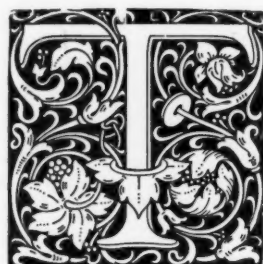
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MEMBERS-CHAMBER OF COMMERCE AND OPEN SHOP ASSOCIATION

A Service to Dallas

The Dallas Open Shop Association



THE Dallas Open Shop Association is the organization formed by Dallas citizens to deal with labor problems affecting business and industry. The Open Shop Association has at this time the largest membership in its history. Since it was organized it has maintained, through the co-operation of its members, industrial peace and individual freedom for the various lines of business and industry in Dallas. While other cities have had hundreds of strikes, the cost of which has mounted into the millions, Dallas has been free from labor unrest, only one strike having occurred since the Association was organized.

The Open Shop stands for the right of the individual workman to follow such vocation as he may choose, free from interference because of membership or non-membership in any labor union. It stands for the right of the employer to run his own business, free from the dictation of some closed shop union agitator who claims to represent, but who actually misrepresents, the workmen of this city.

Ninety-five per cent of all employes in Dallas industries are now working under Open Shop conditions. Business is free from strikes and other labor disturbances, which are prevalent in closed shop cities. This condition has been maintained, and can be maintained, only through organized, continuous co-operative effort. It is only since Open Shop Associations have become active factors in the various centers of the United States that any real progress has been made toward breaking down the closed shop union monopoly which was fast gaining control in the various lines of business and industry throughout this country.

The Dallas Open Shop Association is the one agency through which all who believe in these principles may co-operate toward their maintenance, and all who believe in these principles are invited to become members of the Dallas Open Shop Association, thereby making it possible for us, through your influence and the influence of others, to continue to maintain the excellent labor conditions in Dallas which now prevail.

The effectiveness of the Open Shop Association is dependent largely on the support and co-operation of every line of business and industry in Dallas. A sound labor condition is the foundation upon which all business and industrial structures must be built. Every citizen of Dallas and every line of business in Dallas receives a direct benefit from the work which the Open Shop Association is doing in Dallas.

The Dallas Open Shop Association

Chamber of Commerce Building

Dallas, Texas

Junior Chamber has Active Year

STANDING out among a number of accomplishments of the Junior Chamber of Commerce is the work done in connection with fire prevention; the illumination campaign carried out during the State Fair and the sending of ten boys to the Agricultural and Mechanical College of Texas to compete with boys from all parts of the State in the judging of farm products, poultry, pet stock and live stock.

When Dallas succeeded in persuad-

ing the State Fire Insurance Commission to reduce a penalty for excessive fire losses, it was with the understanding that a vigorous campaign of fire prevention would be carried out. Raymond Potts, first vice president, sold the Dallas Fire Prevention Council on the idea of distributing fire prevention questionnaires to all children from the fourth to the seventh grades in the city schools. Two sets were issued, one in May and the other in October. Each blank listed sixteen fire hazards existing in the average home

and the children were required to inspect their homes and fill out the answer to the questions. As a stimulus a two hundred dollar prize was offered by the Dallas Chamber of Commerce to the school whose reports showed the greatest decrease in home fire hazards between May and October. The percentage of return from the first set was 95.4%, 10,031 blanks, and in the second instance, 81.4%, 9,177 blanks. The first report developed only 23,966 hazards out of a possible 160,496. Complete figures are not yet available on the returns from the second questionnaire.

The Junior Chamber of Commerce has, for many years past, been very active in its co-operation with the State Fair of Texas. This year every merchant on the three main streets between Lamar and Pearl were circularized and called upon by representatives of the Junior Chamber. Every merchant was requested to keep all lights on until 11:30 p. m. during the Fair and the response was so gratifying that visitors departed with the firm conviction that Dallas was the "City of Light."



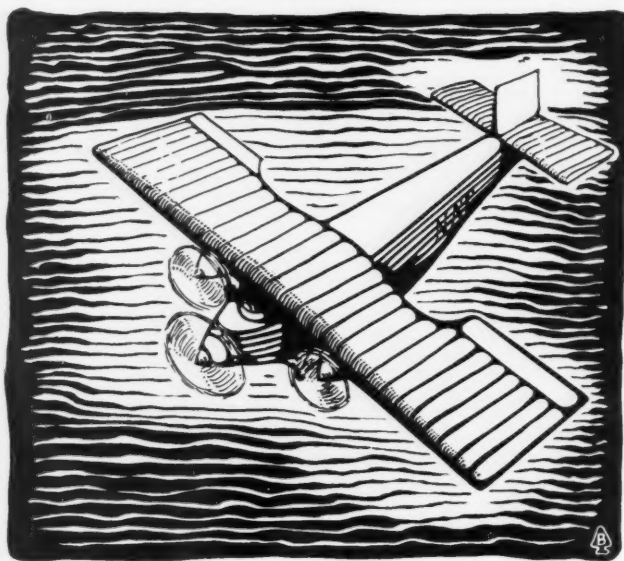
One hundred dollars was raised to send the representatives of the Dallas County Farm Boys' Club to the A. & M. College. The members of the team were coached by A. B. Jolley, County Agent and Manager of the Agricultural Department of the Dallas Chamber of Commerce.

The old constitution of the local organization was very confusing, both because of the length and detail of the document and also on account of ambiguity and contradiction. A committee was appointed to draw up a new one and the result of its work is a concise word picture of the structure and functions of the Dallas Chamber of Commerce.

The Dallas Junior Chamber of Commerce has always stood in the high esteem of the United States Junior Chamber of Commerce. It was one of the charter members of that body and a year has seldom passed without one of our members acting in some official capacity, George Wilson having been president at one time. This year, our President Autry was selected to serve on the Nominating Committee and was elected to the Board of Directors.

As a whole, the year's work has been well balanced and distributed and very successful. This administration will leave behind it an organization with a stable membership and money in the treasury with which a new administration can do wonders in the coming year.

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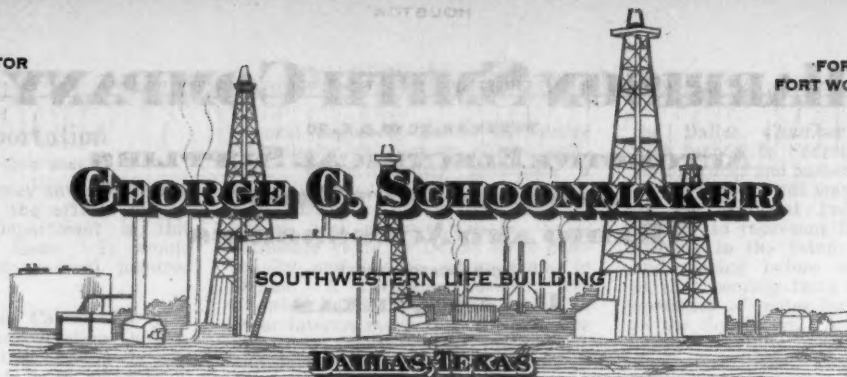
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OFFICE, SAMPLE ROOM
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INCORPORATED

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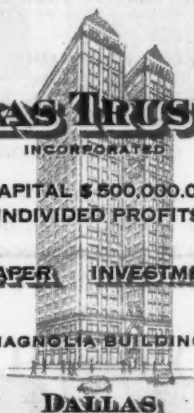
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4-2177 WILL BRING OUR SALESMAN

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STYLE 7-D

S. SHIMA, MANAGING PARTNER

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SOUTHERN COTTON COMPANY

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FOREIGN AGENCIES

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STYLE 9-D



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MASSIE BUILDING

C. F. SMITH,
BRANCH OFFICE MANAGER

AMARILLO, TEXAS

WRITE OR WIRE US
FOR PRICES

STYLE 10-D

Transportation

(Continued from page 9)

the amount of money saved to Dallas shippers through the efforts of the Transportation Department in this one proceeding alone. It would doubtless run into several hundred thousand dollars.

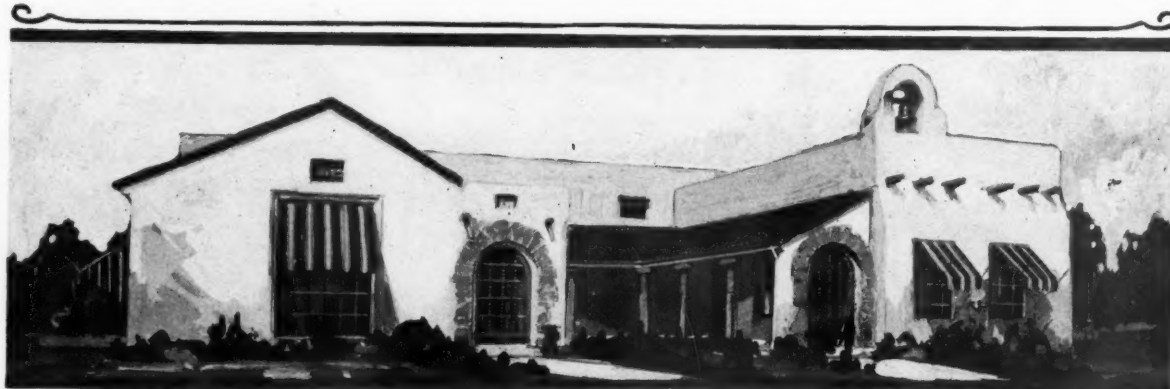
(c) **Port Cotton Cases.** Early in the year, the Transportation Department, realizing that cotton is the principal basis of most commercial enterprises in this section of Texas, entered the so-called Port Cotton Cases, with a view of protecting the interior interests in those proceedings. Briefly, those cases involved an effort on the part of certain port interests to secure a lower rate to shipside locations on export cotton than would apply on cotton exported by interior marketers. To support our position that cotton rates should be so adjusted as to place interior dealers, facilities and communities on an equitable basis with port dealers, facilities, and communities, we assumed the leadership in organizing the interior interests to oppose the proposal of the port interests. We spent much time and considerable money in preparing elaborate exhibits and statistics to support our position. Hearings in Houston, New Orleans and Dallas were attended, and extensive testimony presented in connection with the exhibits prepared; extensive briefs were prepared and filed with the Commission, and during the month of October we appeared

in oral argument before the entire Commission in support of our position. We confidently anticipate a favorable decision by the Commission, sustaining our position, and we believe such decision will be of inestimable value to Dallas as a community and to the cotton trade in Dallas. A favorable decision will likewise be of inestimable value to other interior marketing points where extensive facilities are maintained, and as our future is insolubly linked with the future of other interior Texas cities, any benefit which may accrue to other interior cities by reason of our efforts in these cases will eventually redound to our own benefit.

(d) **Motor Bus and Truck Transportation Investigation.** This is a proceeding instituted by the Interstate Commerce Commission on its own motion to investigate motor bus and truck transportation throughout the United States with a view of enabling it to make a recommendation to Congress for the enactment of legislation governing the regulation of motor trucks and busses operating in interstate commerce. Realizing the importance to Dallas of motor bus and motor truck transportation, and that any regulatory legislation which would retard the development of motor bus and truck transportation in Texas would be adverse to the interests of Dallas and other Texas cities, the Transportation Department entered an appearance and placed before the Commission the position of

the Dallas Chamber of Commerce with respect to Federal regulation of motor trucks and busses. The Manager of the Department was also appointed by the National Industrial Traffic League to represent it in the Dallas hearing to the extent of preparing and placing before the Commission at that hearing facts relating to the operation of motor busses and trucks in the Southwest. A number of extensive exhibits were prepared and filed with the Commission. The survey by the department revealed that only a small per cent of the motor truck or bus transportation in the Southwest was in interstate commerce and that most of such transportation was in intrastate commerce. Therefore, the department opposed at this time any attempt on the part of the Federal Government to regulate motor busses or trucks in the Southwest and urged that such regulation be left to the States.

(e) **F. W. & D. C. Extensions in the Plains Section.** It was pointed out in the last report that the Department had intervened in support of the application of the Fort Worth & Denver City to extend its line from Estelline to Plainview, Lubbock, Silverton, etc., in the Plains section of Texas. During the period covered by this report, an extensive brief of exceptions was filed to the proposed report of the Examiner, which it appeared to the Department, if adopted, could only result in an indeterminable delay in the construction of new lines of road in the Plains section. We



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DALLAS

supported the application of the Fort Worth & Denver and believe our support of that application, the testimony introduced, and the brief prepared and filed therein, were not without their effect upon the Commission in reaching its recent decision granting the permit of the Fort Worth & Denver City.

(f) **Southern Pacific Extension into the Rio Grande Valley.** In the last report we referred to proposal of the Southern Pacific to extend its line from Falfurrias into the lower Rio Grande Valley. During the period covered by this report we participated with other interests in the Valley and at San Antonio in brief of exceptions to the report proposing to deny the application of the Southern Pacific. We are now glad to report that the Commissioners' proposed report was reversed by the entire Commission and the Southern Pacific given a permit to extend its line into the Valley, and that the line is now under construction. It might not be amiss to report at this time that the Southern Pacific is seeking an additional permit to extend this new line from Harlingen to Brownsville, and that we will participate in hearing on this application in support of the extension from Harlingen to Brownsville, thus affording a more direct outlet from Dallas to Mexican lines reaching the border at Brownsville.

(g) **Two-for-One Rule Case.** During the period covered by this report the Department prepared brief and participated in oral argument before the Commission in a case filed by it involving a two-for-one rule in effect on considerable traffic moving within and to and from the Southwest. We are gratified to report that the Commission sustained our position and ordered established a more reasonable rule relating to the furnishing of two smaller cars in lieu of a larger car ordered for transportation of light and bulky articles. This decision is of inestimable value to shippers of automobiles, furniture, and other light and bulky articles. This is another case in which not only does the benefit from our efforts accrue to Dallas shippers and to the community of Dallas, but to shippers and other communities as well.

Transportation Service

DURING the year the Transportation Committee has effected a number of improvements in package car service from Dallas to points in Texas and adjoining States. The Department keeps a constant watch over the transportation service out of Dallas, and is constantly seeking to improve this service. It is quite proper that we should report that the Dallas railroads have co-operated to the fullest extent with the Department in this effort. Shippers have also co-operated in observing the routing on LCL shipments provided in the routing circular prepared and issued by the Chamber of Commerce.

Service to Individual Members

THE Transportation Department renders an important service to individual members through (a) rate

Buying Brains

How much would it cost you to replace the brains in your organization?

How much would you lose by the death of your partner or some other keen-minded executive in your organization?

In fairness to your business you should cover such contingencies with adequate firm insurance.



A. C. Prendergast & Co.

A Departmentized Insurance Agency
REPUBLIC BANK BUILDING

REPRESENTING
The Travelers Insurance Co.

GAS



*** PIPED FROM THE
WELLS TO YOUR CITY

**Lone
Star★
Gas Co.**

quotations; (b) rate adjustments; (c) transportation advice.

Rate Quotations. During the year many hundreds of telephone and mail rate quotations were given to members. The Department maintains a complete file of tariffs, enabling it to furnish promptly rate quotations not only to and from Dallas, but throughout other parts of the country and to foreign countries. This service is of material value to members and we are pleased to report that more members are availing themselves of this service.

Rate Adjustments. Rate adjustments may be classified under two heads, namely, voluntary adjustments made by the carriers at request of shippers, and adjustments prescribed by State or Federal Commissions on complaint of shippers.

During the year very few adjustments have been sought before the Interstate Commerce Commission on account of the pendency of the Dallas-Fort Worth complaint which involves practically all class and commodity rates within and to and from the Southwest. Since we anticipated an early decision in that proceeding, we felt it inadvisable to file additional complaint before the Commission involving individual commodities, until such time as the Commission reaches a decision in the Dallas-Fort Worth complaint. We have, however, as pointed out before, secured a number of adjustments through appeal to the Texas Railroad Commission involving intrastate rates in Texas. We now have a complaint before the Texas Commission involving rates on sugar, which, if successful, will result in an actual saving to consumers of sugar in Dallas of approximately \$30,000.00 per annum.

Informal Adjustments

MANY informal voluntary adjustments of rates have been effected through the efforts of the Transportation Department during the past year, involving specific commodities. These informal voluntary adjustments, being of particular interest to those members for whom they were secured, we do not believe it would serve any useful purpose to attempt here to outline each of the many adjustments secured.

The Transportation Committee, composed of nineteen experienced traffic men representing a like number of the larger industries in Dallas, directs the activities of the Department. They have given freely of their time and talents in the direction of the activities of this Department without hope of reward other than the satisfaction of having made a substantial contribution to the building of a Greater Dallas. To those members of the Committee should be given any credit which may be due for the accomplishments of the Department during the year.

A butcher in a certain town had read a good deal about "Milk from Contented Cows," and, wanting to keep up with the times, he placed this sign in his window: "Sausages from pigs that died happy."



Adequate Wiring

Makes a Room Like This

Here's the mellow-shaded reading lamp, placed just right for a deep chair and the evening paper. If you decide to sit on the other side of the room, however, you can take your light right with you because there are convenience outlets all around the room for plugging in portable lamps.

And onto these same convenience outlets you can attach a toaster and a percolator for a bite to eat at bedtime, or a little Sunday evening supper by the fire. The number and placing of convenience outlets is just one of the details that you know is right when your house is adequately wired.

Ask your contractor about this adequate house wiring. It's the only kind you want for YOUR home.

DALLAS POWER & LIGHT COMPANY

SKILL INTEGRITY & RESPONSIBILITY

Price-Only Competition

The system of conducting an open competition on identical plans and specifications generates a price-only competition in which the lowest bidder is too frequently just the bidder who is willing to take the longest chances.

Competition, to produce the desired result, must be based on a careful selection of bidders who are equal in skill, integrity and responsibility.

FOR BUILDING SATISFACTION—

AN A. G. C. CONTRACTOR.



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CHRISTY-DOLPH CONST. CO.
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EVERETT, J. O.
HENDER & CHAMBERS CO.
HICKEY & HARRINGTON
HUGHES-O'ROURKE CONST. CO.
KING, W. H.

Executive Office
625 Santa Fe Bldg.

LACY, L. H. CO.
McKENZIE CONST. CO.
MONTGOMERY, P. O'B.
MOTTE, F. A.
ROGERS & O'ROURKE
STAPLER, R. RUSSELL
STEARMAN & SON
WATSON COMPANY

Frank N. Watson,
Executive Secretary

Fire Prevention

(Continued from page 12)

was outlined with its three major activities which were (a) The adoption of good building code, (b) The addition of a salvage squad to our fire department, (c) An educational campaign directed to the individual, stressing the necessity of individual application of the cause, the committee conferred with the Mayor and Board of Commissioners and asked their opinion as to the appropriateness of the program as outlined.

The municipal government heartily concurred in the program and assured the committee of its earnest and whole-hearted support and, at the suggestion of the Mayor, the committee was converted into what is now known as the Dallas Fire Prevention Council. The membership was increased from seven to fifteen members, with the Mayor, Police and Fire Commissioners, Chief of the Fire and Chief of the Police Departments as honorary members. The council was then created under an ordinance duly approved and passed by the Board of Commissioners.

Once assured of the active support of the civil government, this committee, now the Dallas Fire Prevention Council, set about its educational program. The newspapers, radio stations, civic organizations, gladly joined in its plan and no trouble was experienced in getting the message to the people and keeping it there. The Council took advantage of Clean-up Week in March to carry on fire prevention locally and a great deal of good was accomplished through the disposal of refuse and accumulated trash. A similar plan was worked satisfactorily, but on a much more elaborate scale, during Fire Prevention Week, Oct. 3-9.

Results have been very gratifying. Fire losses have been reduced approximately \$900,000 as compared with 1925. A good building code is now in operation and is properly enforced, and a splendid salvage corps is now a part of the central fire department. This corps has already paid for itself many times. The general public is seemingly interested in the undertaking and is actively supporting the work.

Highway Committee

SINCE its appointment early in November, the Highway Committee of the Dallas Chamber of Commerce has been intensely active. The committee as a whole is seeking to make Dallas the most accessible city to motor vehicle travel in the Southwest. Each member has in charge some particular route or project for his special attention. Immediate attention is being given to unimproved gaps in important highways leading into Dallas and to the completion of the Northwest Highway.

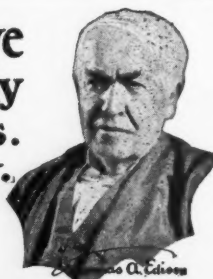
Five meetings of the entire committee were held in its first month of work and numerous meetings and conferences were held by route chairmen. Visits are being made each week to other communities mu-

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tually interested in the good roads movement and several committees from other cities have visited the Dallas Chamber of Commerce committee.

T. M. Cullum is General Chairman of the Highway Committee. John J. Simmons is vice chairman. Mr. Simmons and J. W. Slaughter are in charge of the work to construct a Northwest Highway from Dallas to Rhame and the northwest portion of the State. Other members of the committee are designated to routes as follows: Ennis, Corsicana, Houston—J. P. Stephenson; Kaufman, Palestine, Forney, Shreveport—Jack Witt; Midlothian, Cleburne and Southwest—John W. Atwood; Lancaster, Waxahachie and South—R. L. Thornton; Lewisville, Denton, Oklahoma City—Joe E. Lawther; Van Alstyne, Sherman, Denison—J. Perry Burrus. John Boswell, of the Chamber of Commerce staff, is secretary of the committee.

Aviation

NINETEEN Twenty-six has been a year of great progress along the lines of aviation. The Chamber of Commerce has been exceedingly active in laying the foundations upon which the superstructure for Dallas' place in the sun of aviation will be built. The events that stand out most strikingly are: The coming of the air mail in May, linking Dallas with Chicago, the East and the Far West; the establishment of an army port at Dallas on the Model Airways, with Lieut. Wm. C. Morris in command; the construction of officers' and enlisted men's quarters at Love Field by the Dallas Flying Club; the designation of Dallas as headquarters for the 366th Reserve Observation Squadron; the visit of the Josephine Ford polar plane and the Ford all-metal transport plane that will inaugurate passenger service in the near future; purchase of two hangars at Love Field by the Chamber of Commerce; the establishment of a radio and meteorological station and the action of the city in assuring a municipal landing field.

The Dallas Chamber of Commerce was active in all these matters. This organization underwrote the air mail through a number of its members, and much time has been spent in stimulating interest among the business men of the city. On November 12th the announcement was made that Dallas had made good its air mail pledge, the first city in the United States to do this.

The future of aviation from the commercial standpoint has received careful and intelligent attention on the part of the Board of Directors, and no stone has been left unturned that will make of Dallas a great airport—already the first commercial airport of the South.

No report on this interesting activity would be complete without paying tribute to the Dallas Flying Club and our very efficient postmaster, John W. Philp.

Do Not Overlook

—Direct Mail Advertising, when you make your advertising and selling plans and appropriations for 1927, for, next to personal salesmanship, it is the greatest selling force in present-day business.

And to get maximum results, Direct Mail Advertising, like all other forms, must be well planned and executed.

As specialists in Direct Mail Advertising and Sales Promotion, we prepare and conduct complete Direct Mail Campaigns or assist sales or advertising executives in the preparation or execution of any part of a campaign—from the idea to the mail box.

Commercial Printing & Letter Service Company

Premier Mail Advertising Service of the Southwest

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WE have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



The service you buy from us is based on forty years of experience.

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Our facilities unequaled in the South

Dallas Transfer and Terminal Warehouse Co.

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For those who love to Go!



The Lure of travel is inborn to everyone. Your Christmas gift—in the form of Padgitt Luggage—will bring joy to the recipient wherever he goes.

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Reports and Appraisals

For Public Utilities, Industries and
Investment Bankers

Interurban Building

Dallas, Texas

Twenty-Fifth Year in Business in Texas

Retailers

(Continued from page 10)

Early Holiday Shopping Campaign

IN a more extensive way than ever before, the retail merchants functioned this fall in promoting earlier holiday shopping, in line with the request of Postmaster General Harry S. New, who wishes to keep holiday congestion of postal facilities at a minimum. In addition to group and individual advertising, holiday stocks and show windows were arranged earlier than usual, stores were even more elaborately decorated than usual and the two main retail streets were uniformly decorated with Christmas greenery. Frank Reedy was the chairman of the Holiday Trade Promotion Committee.

The Association co-operated closely in the Fire Prevention Campaign, Statewide Manufacturers' Week, and various other campaigns. Space in show windows has been gladly given by the retailers in promoting all meritorious movements. The retailers have heartily supported that important and valuable innovation, the air mail. A committee from the Association has worked in co-operation with the Kessler Plan Association.

Entertain State Convention

FOR the first time in many years the Association entertained the convention of its own State organization, the Retail Merchants Association of Texas, meeting jointly with the State Retail Credit Men's Association and the Retail Secretaries' Association. A number of other important retail conventions were entertained by their respective local groups, among the largest being the Texas Pharmaceutical Association, the Texas Retail Dry Goods Association, Texas Retail Coal Dealers Association, Texas Service Grocers Association, etc. Among retail conventions which local retailers have been active in securing for next year are the Texas-Oklahoma Shoe Retailers Association, Texas-Louisiana Retail Jewelers Association, Texas Automobile Dealers Association, Texas Retail Clothiers Association, Texas Music Merchants Association, and many others. Members of the Retail Merchants Association have been most generous in contributing to entertainment funds for various National conventions held here.

Legislation affecting retailers has been given close study—local, State and National. The Association has co-operated with the Better Business Bureau, Merchants' Retail Credit Association, Stores' Mutual Protective Association, in activities looking to the welfare of the general public, as well as retailers.

Uniform opening and closing arrangements of stores have been handled through the Association, these applying to summer closing, closing for certain holidays and similar projects. Helpful publicity has been given by the local daily press on retail affairs. The President and Secretary of the Association have given considerable time to improving highway connections with Dallas.

Conventions

(Continued from page 10)

tendency of the National Educational Association, which will draw upwards of 12,000 visitors; National Association of Sheet Metal Contractors, National Vocational Guidance Association, National Association of Railroad and Utilities Commissioners, Educational Research Association, American Society for Municipal Improvements, National Association of Deans of Women, National Society of College Teachers of Education, Educational Press of America, American Life Convention, National Society for Study of Education, American Association of Teachers' Colleges, National Association of Kindergarten Supervisors, International Blue Goose, National Association of School Principals, National Professional Golfers' Association official tournament, National Association of High School Inspectors, National Association of Chiropodists, Elementary School Principals of America, National Association of Mathematics Teachers, National Asphalt Association, National Council of State Superintendents, Department of Rural Education, N. E. A.; National Council of Primary Education, International Association Knights of the Round Table; International Convention of the Phi Chi Medical Fraternity; National Association of Professional Baseball Clubs.

Favorable decision on several other national conventions is expected. Several hundred State or district conventions have been secured for 1927 or succeeding years. Work has been active on quite a number of national conventions that Dallas hopes to secure during 1928, 1929 and 1930. Conventions do not come to Dallas by accident. It is true that quite a number are secured without assistance from the Chamber, but we are always glad to render co-operation, and somewhere down the line the Chamber renders assistance in connection with securing or handling almost every convention of importance that is obtained for our city.

Here's How You Can Help

THERE is no man or woman in Dallas who does not belong to some one or more organizations holding conventions at regular intervals. Will you not discuss with the Convention Manager of the Chamber the possibility of securing your convention for your home city? This Department wishes to extend most sincere thanks to every individual or organization that has aided in securing or handling conventions here.

COST OF BUILDING CONSTRUCTION 1913 Costs—100 October, 1926

	All Other States	Texas
Frame	203.8	205.
Brick, Wood Frame.....	214.6	200.
Brick, Steel Frame.....	198.9	187.
Reinforced Concrete	202.2	189.
All Construction	204.9	195.3

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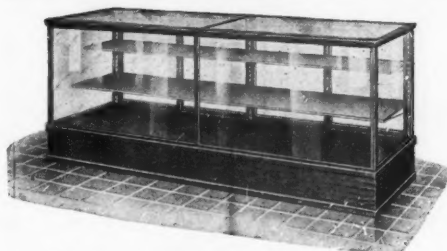
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has a large modern factory,
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to the manufacture of

Show Cases and Fixtures

for the Dry Goods,
Millinery, Jewelry
and Drug Trades.

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Financing the Wholesale Distributor

AS Dallas grows in the volume of business and the number of concerns engaged in wholesaling and distributorships for various products and lines, it becomes of growing importance to this community and to wholesale concerns that this bank offers sound financial facilities to such businesses. In addition to adequate resources and strong general policies, jobbers and wholesalers find at the American Exchange National Bank an experienced knowledge of their financial trials and requirements.

The **AMERICAN EXCHANGE
NATIONAL BANK**
Constructive Banking since 1875

The Sign of Quality in The World of Auto Insurance

and the emblem on an automobile insurance policy that signifies a wise buyer, one who insists upon sound protection for its lowest net cost.



Is this Emblem on your Policy?

EMPLOYERS CASUALTY COMPANY

A Stock Company that Shares Profits with Policyholders
HOMER R. MITCHELL, V. P. & Gen'l Mgr. W. B. HEAD, Pres.
Interurban Bldg., Dallas

Industrial Department

(Continued from page 11)

Southwest that will enable business executives in any line of business to determine the possibilities of this section in their respective lines. With this information compiled from authentic sources and attractively presented, the Department is in position to make up a special report for practically any business, that will give the executives in charge of establishing plants or factory branches the specific information they require in reaching a decision—the information they themselves would compile had they the facilities for analyzing the Southwest.

The Department is operating on the theory that the selection of a city in which to establish a manufacturing plant or a distributing branch is a scientific problem, and that such a location can be selected only after a thorough analysis of basic facts with reference to the territory in question. It is the Department's aim to assemble these facts accurately, and present them graphically and in convenient form. Much of this work has been done during the last three months, and this part of the Department's program will be completed by the end of 1926, and will give the Department a fund of basic, fundamental information with reference to the Southwest and facilities at Dallas for serving the Southwest that will be widely disseminated in 1927, in an effort to still further concentrate the manufacturing industry of the Southwest and the distribution of merchandise in the Southwest at Dallas.

Wholesale Merchants

(Continued from page 9)

now under the direction of John W. Allen, the Wholesale Luncheon Club is demonstrating its usefulness in bringing about a closer co-operation among the different wholesale houses in the Dallas market and in helping work out a unified market policy.

During the past six and one-half years the Wholesale Merchants' Association has expended the following very formidable sums in the advertisement of this Southwestern market place:

Expended for advertising.....	\$125,000
Expended for 13 style shows	90,000
Expended for railroad fare refund	180,000
Total	\$395,000

The regular mailing list consists of 29,817 merchants, and this list is kept checked and up to date in every particular.

The Wholesale Merchants' Association looks to 1927, ready to accept every responsibility the new year will impose, and fully equipped to avail itself of every opportunity this territory offers. 1927 will be a good year for the Dallas Wholesale Market because the merchants in this market are determined to make it such.

Publicity and Foreign Trade

(Continued from page 11)

engravings have been furnished newspapers, journals and magazines throughout the country. In sixty-three instances, articles have been furnished besides.

In supplying information it has been the strict policy of the organization to adhere strictly to facts; and the conservatism of the Dallas Chamber of Commerce has gained for it the respect and confidence of business men in all parts of the country. It is only natural that in order to keep the information regarding the city up-to-date a large number of surveys must be undertaken, but such care is exercised that they generally check out closely with Government figures. As an example, a survey completed in November, 1925, was within 7% of the Department of Commerce report released nine months later. Population estimates are never made, as statistics of this nature live under a constant barrage of criticism and distrust.

"Dallas" has followed a very definite editorial policy during the year, that of fostering the industrial consciousness of the city; developing new angles to the business and social life of the community and reflecting the growth and progress of the city whose name it has the honor to bear.

"Dallas Weekly" was started at the first of the year to keep the members of the Chamber of Commerce informed as to its work and to bring them into closer contact with the organization.

Beyond Our Borders

FOREIGN trade bears a direct and intimate relationship to manufacturing. The increasing volume of Dallas-made products has stimulated a greater interest in exporting and the work of the Foreign Trade Department has been heavier than in any year since 1919. In 2,567 instances this department has furnished export information to local firms. As the co-operative office of the Bureau of Foreign and Domestic Commerce, it has been active in arousing the interest of local manufacturing concerns in the markets of Mexico, Central America and Northern South America.

Because of its close contact with the Bureau it is equipped to furnish mailing lists, credit reports and information regarding selling methods in any country in the world.

KNOW TEXAS

In 1926 Texas stood fourth among the States in the percentage of increase in income tax payments as compared with 1925. Texans paid almost forty-three million dollars in Federal taxes in 1926.

According to the latest census the average Texas family contained 4.6 persons compared with 4.3 for the whole country.

The value of school buildings in Texas is in excess of ninety million dollars.



Your order
for Office Furniture placed with
ASKEW is conclusive evidence
of your good judgment.

ASKEW

Office Furniture Exchange
310 N. Akard St. 7-1220

GAS INSTALLATION Industrial



FTEN our customers are careless about their gas equipment, just because this city has such an inexpensive fuel. There are restaurant ranges in town using more gas than is necessary, industries that are not getting perfect combustion and large buildings that are wasting heat.

There are certain types and adjustments that exactly suit each appliance and use.

Ask our engineers.

THE DALLAS GAS COMPANY

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**Let Fellow-Members
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**Where to Get What You Want
When You Want It**

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Nineteen Years

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Who's Where in Dallas

A CLASSIFIED LIST OF ADVERTISERS

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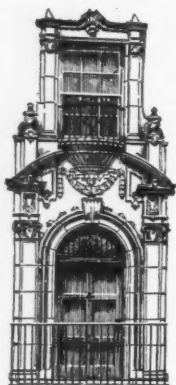
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THIS IS THE 60TH ISSUE of "Dallas"

marking the successful and satisfactory completion of five years of service to the Dallas Chamber of Commerce—another tribute to the ability of the organization, which is the Johnston Printing & Advertising Company, and the standard of workmanship which it has maintained as printing and advertising craftsmen.

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Southwestern Development

(Continued from page 11)

half of the total number in Texas. At the annual banquet given for Chamber of Commerce secretaries during the State Fair of Texas, 113 secretaries and 16 presidents were present. Visiting retail merchants are found to be a splendid source of information and every effort is made to return their visits.

Because of its contact with the territory, the Southwest Development has worked closely with the Highway Committee to bring about the completion and improvement of all-weather roads leading into Dallas from all parts of the Southwest. A considerable part of the Department's efforts are now being devoted to highway activities.

Building Good Will

INTER-CITY relations, especially between larger cities, have been made more cordial, and many examples of co-operation for the general good of the Southwest or some part of it could be cited.

Close co-operation has at all times been maintained with national and regional organizations having for their aim the promotion of business prosperity. The importance of local Chambers of Commerce is at all times stressed.

The Southwest Development Service is constantly compiling data on communities—their resources, development, problems, organizations, and leaders. A minute survey of current developments is maintained and all information is made available for other departments of the Chamber of Commerce and the public.

On the theory that Dallas' prosperity depends largely on the prosperity and development of the communities in her trade territory, the Southwest Development Service Department has continued its efforts to make Dallas the "Service Station of the Southwest."

Membership—Service

(Continued from page 12)

tors can make in their efforts to promote the welfare of the community.

With this background the work of the Membership-Service Department takes on a greater measure of importance and the efforts of older members to obtain new ones bring into sharper relief their direct contribution to the advancement of the interests of Dallas.

During the first eleven months of this year, 862 firms or individuals joined the organization. In requesting them to cast their lot with those who have, for many years, made possible a work whose benefits are common to all, the thought was driven home that the Chamber of Commerce was not a separate entity, but the combined energy, the collective power of the citizens of Dallas.

It is not alone the number of new members that have joined that is gratifying, but the fact that during the past year more personal and tele-

phone calls for assistance and information have been received than in any previous year in the history of the organization. The work of the Chamber of Commerce is so diversified that there is hardly a commercial subject that it has not studied. Its files are packed with valuable data and a constantly increasing number of its members are referring their wants and wheres and whys to it.

Manufacturers

(Continued from page 10)

story was not hard to put over. It is believed, as a result of this campaign, that the people of this city are beginning to realize that its factories are rapidly developing into important industrial concerns and that the growth of the factory system is dependent on our own efforts rather than upon those of others.

In carrying out its plans to call attention to manufacturing opportunities, the department secured the co-operation of the Industrial Section of the Chamber of Commerce. Surveys covering men's and women's clothing, kaolin, glass bottles and roofing have already been published. Several other subjects will be covered and are now in the course of preparation.

In line with the general policy of the Dallas Chamber of Commerce to work for all those things which make for the advancement, not alone of Dallas but of Texas and the Southwest, the Manufacturers' Department did not attempt to have a separate exhibit at the State Fair of Texas, but joined the Texas State Manufacturers' Association in making this year's industrial exhibit a success. A considerable number of local factories furnished action exhibits which caused a great deal of interest.

A thirty-two page illustrated directory of Dallas manufacturers was published in October. This directory is being sent to merchants throughout the territory and is another service that the Manufacturers' Department offers towards making buying in Dallas an easy matter.

A city to be truly successful, must be well balanced. Dallas was built and has gained its fame on distribution. Today, manufacturing is beginning to take its place in the commercial councils of Dallas and it is making of this city a more complete market for jobbers and retailers of the great Southwest.

NO SALE

"I should like to interest you," said the man at the door, "in theft and accident insurance. Now you never know when someone will run off in your car when it is parked, and then there are accidents every day. Look at your evening paper."

"My dear friend," said the man in the doorway, "my car has never been stolen and is never in an accident."

"You are a lucky exception."

"By no means. Thousands have the same experience."

"What's your car?"

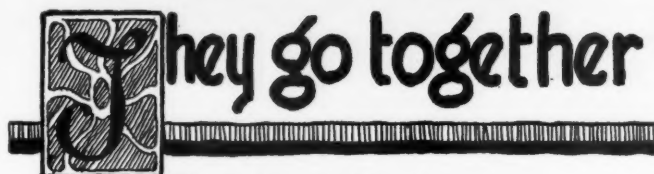
"The street car."

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Agriculture

(Continued from page 12)

removing over 5,000 unprofitable hens
from profitable flocks, reducing the
feed bill in many instances by more
than fifty per cent, without cutting
into profits.

The Dallas County Official Egg
Laying Contest, which closed its first
year on December 1st, is the only
official egg-laying contest in the Na-
tion. The contest is now in its second
year. Trap nest records were ob-
tained on over one hundred and fifty
birds, thus enabling the owners of
the birds to begin pedigree breeding.

Poultry

FIVE educational poultry shows
were held during the year in the
county communities, giving the poultry
breeders an opportunity to adver-
tise the advantages of pedigreed
flocks. Dallas County is fast becoming
a commercial poultry center,
many new poultry plants having
been established during the past year.

Forty home orchards have been re-
juvenated during the past year. Many
of them were both pruned and
sprayed. Some sections of Dallas
County are admirably adapted to
commercial fruit growing and the en-
tire county is suitable for home
orchards.

Livestock feeding demonstrations,
both in dairy and beef cattle, have
been conducted with excellent results.
Farmers and breeders are planting
more feedstuff annually to carry
them through the year. Twenty
demonstrations were conducted in
feeding.

Thirty pure seed demonstrations
were held during the year, empha-
sizing the importance and necessity of
pure line seed. Oats, wheat, corn and
cotton were used in the demonstra-
tions.

Various phases of livestock and
field crop improvement have been
conducted through the county boys
in the Boys' Club Work. Over two
hundred boys were engaged in this
important piece of work.

The relationship existing between
this office and the farmers of this
county is excellent and the results
for the coming year will be limited
only in proportion to the ability to
convey constructive ideas to the
farming interests.

—D—

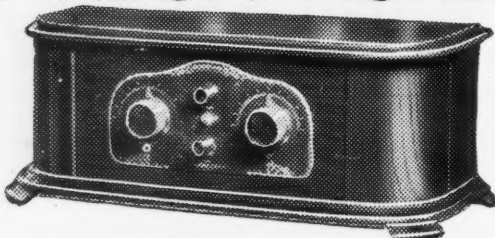
Home Demonstration

REPORTS of the home demonstra-
tion agent show results which
indicate that women and girls of Dal-
las County are not the "isolated
group" so often spoken of. In all
the larger schools of the county
where home economics are not offered,
the girls have been organized into
clubs which study food preparation,
clothing and similar subjects. Practi-
cal work is done in poultry, garden-
ing and dairying. Home demonstra-
tion clubs are conducted by the
women of the county and the work is
proving very satisfactory. Subjects
covered during 1926 were: Budgeting,
millinery, canning, gardening, art in
the home, clothing, school lunches,
and other home interest matters.

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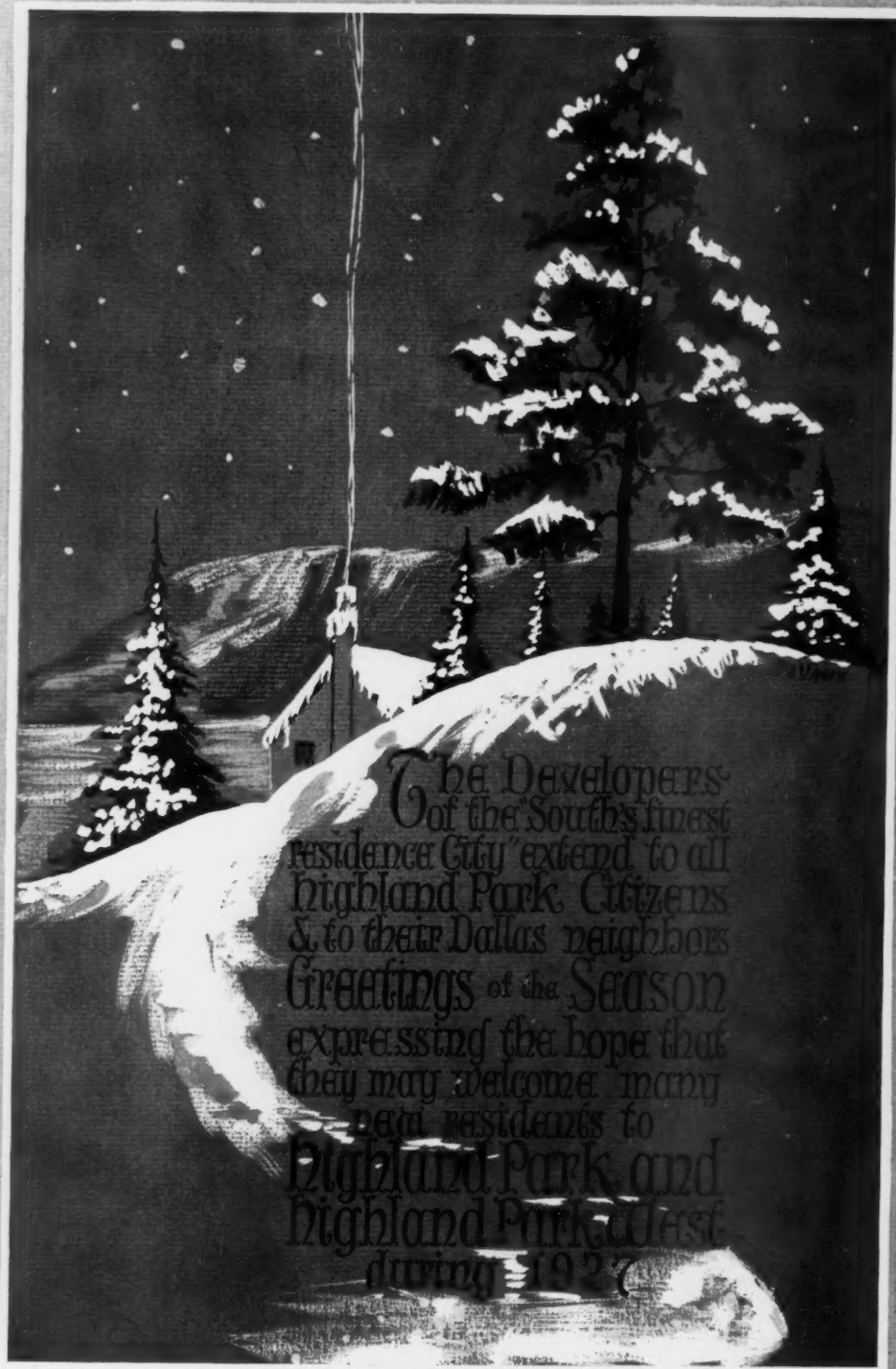
IT IS WITH real pleasure that we extend our best wishes for your Merry Xmas and Happy New Year.

And at the same time may we thank you for your cooperation during the past year.

The helpful spirit which you have shown has and will continue to inspire us to do our best to keep your telephone service good.

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